PH **Perry Home Solutions**
Keller Williams Innovations

SELLING GUIDE AND MARKETING PLAN

How we price it, show it, market it, and keep you in the loop until closing.

# Your selling experience.


BRIAN PERRY, REALTOR®

**561-880-5696**

**Keller Williams Innovations**
perryhomesolutions.com


Serving South Florida

A NOTE BEFORE WE MEET

# Thanks for the chance to earn your business.

Every seller has different needs. We start by listening so we understand your goals, your timeline, and any challenges.

The market has gotten tougher over the years. We answered by getting more assertive with marketing and technology, and it's helped us get results for our clients.

We know the local data that drives pricing, so your home is priced to sell. We dig into what makes your home and your neighborhood stand out, then build the marketing and staging plan around the buyers most likely to want it.

Our goal is the highest dollar value for your property, and taking the work of selling off your plate.

The most important step is choosing the right agent to represent you. Take a look through this guide, and bring any questions to our meeting.

## Brian Perry

Founder, Perry Home Solutions

### Before our meeting

- ✓ Look over this guide
- ✓ Fill out the Top 10 List we sent you
- ✓ Start the Seller's Property Disclosure if you can print it
- ✓ Have a set of keys ready for us

### Inside

Who you hire matters · Meet Brian · What sets your price · Where buyers look · How we market it · The Keller Williams advantage · Communication · Your team · The process · Results and reviews

> “We would absolutely recommend Perry Home Solutions based on our exceptional and very rewarding experience.”
>
> **Vlad K.**

WHO YOU HIRE MATTERS

# Faster than the county. Close to list.

Brian's listings compared with Palm Beach County.

| BRIAN PERRY LISTINGS | PALM BEACH COUNTY |
|---|---|
| **35** days on market | **45** median days on market |
| **98%** sale price vs. list price | **96.19%** sale price vs. list price |

**1,000+**
buyers and sellers helped

**Video**
testimonials from real clients

**19+ yrs**
as a full-time agent

MEET YOUR AGENT

# Brian Perry

**Founder and President, Perry Home Solutions**

Brian has been a full-time agent for 19+ years. Real estate isn't a side job for him. He takes the business seriously and is committed to helping buyers and sellers across South Florida reach their goals.

Since his Rookie of the Year award, he's grown his production year after year and stays among the top agents in the area. He leads the Perry Home Solutions team with one rule: every deal should be a win-win, and doing the right thing matters more than any one transaction.

> **“It's not about a sale to us; it's about the reputation we build in our community.”**

Brian grew up in Vermont and has called Florida home for more than two decades. He's married with a daughter and a son. Off the clock he likes walks, cooking, and reading.

## Accomplishments

- Multi-million dollar producer
- Top 5% for production in Keller Williams
- Double Platinum award as a Lead Seller Expert
- Certified Distressed Property Expert (CDPE)
- Rookie of the Year in his first year
- Over 1,000 buyers and sellers helped

# 4 things decide your sale price.

**1**

### How it's priced

Price isn't set by any one agent or seller. Current market conditions set it. We bring the data, you bring your goals, and we pick the strategy together.

**2**

### How it shows

We make listings shine. High quality photos, video, and tours make the first impression online. We'll help you decide which improvements are worth it.

**3**

### How it's marketed

We put your home where the most buyers are looking, so it sells faster for more money. More on that over the next pages.

**4**

### Communication

Quick, honest feedback from buyers and agents tells us early if the price or the presentation needs a change, so your home doesn't sit and lose value.

## Showing-ready, inside and out

- Professional photography
- Photo editing
- Staging and repair
- Virtual tours

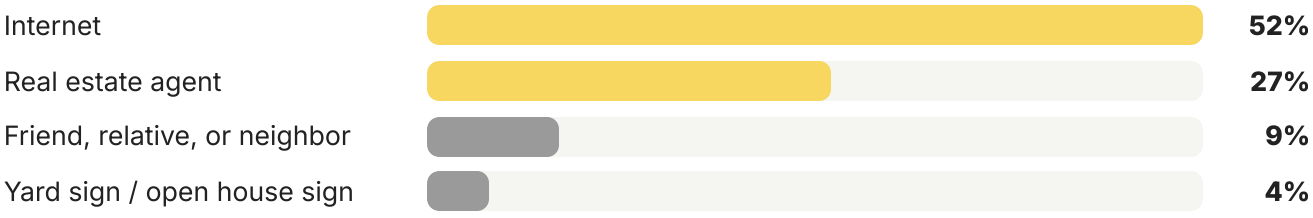
> “Brian was fantastic. We asked him to come look at our house, months prior to listing it, to evaluate it and tell us what to do to get it ready to sell. He came up with a prioritized plan for us and walked us thru the whole process.”
>
> **Betheny Mueller**

HOW IT'S MARKETED

# We market where buyers actually look.

Every year we review National Association of Realtors data on where buyers first found the home they bought. Then we move our marketing to match.

### Where buyers first found the home they bought




Source: National Association of Realtors, Profile of Home Buyers and Sellers. Other sources not shown.

**91%** of sellers used an agent, tied for the all-time high. Source: National Association of Realtors.

## Online + agents

**The top 2 ways buyers find homes. That's where we put the most effort.**

> "Met with Perry Home Solutions to discuss potential sale of our home. After we decided to sell, our home sold on the first day it was listed on MLS."
>
> **Joe Peterson**

# The Perry Home Solutions Edge.

### Professional HDR photos
High quality photos, done within 2 business days of signing when that fits your prep plan.

### Video walkthrough
Buyers can walk the home before they visit.

### Aerial photography
Show the lot, the street, and what's nearby.

### Virtual 3D tours
Buyers can tour every room online, any time.

### Custom property website
A page just for your home.

### Local buyer network
Hundreds of local buyers in our database at any given time.

### Brokerage websites and listing portals
Your home goes to the MLS, kw.com, the KW app, Zillow, Realtor.com, and other portals.

### Social media and video
Paid ads on Facebook, Instagram, and Google aimed at local buyers, plus posts and short videos at every stage. And sellers can see our work in our client video testimonials on YouTube.

### Weekly seller report
A written report every week: views, showings, feedback, and our price recommendation.

### Phased launch
We build interest with agents and buyers before your home goes fully public, so launch week starts strong.

THE KELLER WILLIAMS ADVANTAGE

# Local office. Big company tools.

We're with **Keller Williams Innovations**, 2400 High Ridge Rd, Ste 100, Boynton Beach. Here's what that brings to your sale.

**#1**
"the world's largest real estate franchise by agent count" (KW)

**60+**
regions outside the U.S. and Canada, with 240+ market centers

**16,100+**
KW agents outside the U.S. and Canada

### Social media advertising
We run listing ads on Facebook, Instagram, and Google aimed at local buyers.

### Email and social designs
We use the latest AI and marketing tools to create branded emails, flyers, and posts for your listing.

### Video at every stage
AI-generated videos, posts, reels, and narrated video walkthroughs, from coming soon to sold.

### kw.com and the KW app
Your home shows on kw.com and the KW app, where buyers search for homes.

### Pricing and open house tools
CloudCMA for pricing reports and Spacio digital open house sign-in, both connected, using our technology.

### Luxury syndication
Homes at $700K and up that meet the county threshold can appear on Wall Street Journal and Mansion Global ($1M+) real estate sites.

### Commercial property?
Our commercial division can help with your commercial needs, with 1,800 members nationwide.

### Support in our office
In-house transaction coordinator and admin support at Perry Home Solutions.

COMMUNICATION

# You'll never wonder what's going on.

Our Listing Manager Concierge works full time on our clients' experience. You get regular updates on:

- **Market updates**
- **Buyer feedback**
- **Agent feedback**
- **Marketing feedback**

## Showings, your way

With ShowingTime, showing requests and communication follow your preferences.

- Confirm or decline showing requests
- See all upcoming appointments
- Review your home's showing activity
- Use the mobile app to confirm showings and check activity anytime

**24/7/365 coverage**

A live appointment specialist answers requests to see your house around the clock.

**Professional service**

Experienced, courteous appointment specialists.

### Our promises to you

- A written update from your Client Care Manager every week
- Feedback after showings
- Every deadline tracked from contract to close

> “He was always easy to get ahold of and answered all of my questions (which were many). Highly recommend Brian Perry. Professional, Reliable, and a nice person!”
>
> **Betheny Mueller**

YOUR TEAM

# A whole team on your sale.

We hand-picked the people at Perry Home Solutions to deliver the service we promise.

### Brian Perry
**Team Leader and Founder**

Reviews current market conditions before meeting with you so you can build the right strategy. Works with you on negotiations, managing risk, options, and expert advice.

### Julie Perry
**Director of Operations**

Makes sure our marketing plan is deployed and maximized for every listing, digital and print. Works with Client Care to keep customer satisfaction high.

### Client Care Manager
**Your main point of contact**

Tracks showings, gathers feedback, and sends weekly updates while you're on the market. Coordinates the details from contract to close.

### Director of Client Relations
**Calls and leads**

Answers incoming calls and leads so buyers never wait on a call back about your property. Reaches out to our clients looking for buyers for our sellers.

### Database Manager
**Behind the scenes**

Data entry, market research, database management, and reporting, so we're always up to date.

### Buyer Specialists Team
**Buyer side**

Previews our inventory for matches and shows homes that fit their buyers' criteria.

### Our title partner
**Closing agent**

Coordinates closing, prepares the legal documents for the transfer, and works with lenders and HOAs. You can choose your own title company.

WHAT WE BELIEVE

# How we work.

**Win-win**
or no deal

**Integrity**
do the right thing

**Customers**
always come first

**Commitment**
in all things

**Communication**
seek first to understand

**Creativity**
ideas before results

**Teamwork**
together everyone achieves more

**Trust**
starts with honesty

**Success**
results through people

## Don't take our word for it.

Our clients tell their stories on video. Scan to watch, or visit our Client Testimonials playlist on YouTube.

### Read our Google reviews

Scan to see what our clients say on Google.

*"Brian exceeded my expectations with having the apt sold in record time."*

*"They are thorough & responsive to all questions & communications. They made sure I understood every step thru the selling journey."*

*"We sold our home quickly (24 hrs) and at a price we were very happy with."*

From Google reviews

"I have known Brian Perry for many years. When I had a property for sale Brian handled it magnificently keeping me informed every step of the way."

**Larry Newman**

"Great service and great to work with."

**George Podray**

THE SELLING PROCESS

# From first meeting to closing day.

1. Consultation and pricing
2. Preparing for sale
3. Market launch
4. Marketing process
5. Offers and negotiations
6. Inspections and appraisals
7. Contract deadlines and closing preparation
8. Closing
9. Client Appreciation Program

**Before you sign**

Your net at three price points, provided and analyzed before signing.

NEXT STEPS

## Here's what happens now.

1. Choose your price and review the CMA
2. Choose your start date
3. Complete the agreement
4. Marketing takes over

## Questions before we meet?

Call or text Brian Perry, Keller Williams Innovations, at **561-880-5696**, or scan to visit perryhomesolutions.com

RESULTS YOU CAN COUNT ON

# Success stories.

## Sold in 3 days

**Multiple offers. Top dollar.**

Our seller was worried about finding a home while selling hers. We wrote an agreement that gave her time to find a house and move without any issues.

WATCH THE VIDEO

**Selling and Buying a Home at the Same Time: Danielle's Testimonial**

**Rental property with a tough tenant situation, sold quickly**

> "We sold our house very quickly. This was the BEST experience ever. If you need to buy or sell your home, this is the Realty Company to hire."
>
> **Ayahaira Moraga**

WATCH THE VIDEO

**Moraga's Testimonial**

**First-time buyer in a very competitive market**

> "He took the time to make sure we got into the home we loved, literally on the very first day we spoke. Couldn't have asked for a smoother process."
>
> **Cole**

WATCH THE VIDEO

**First Time Home Buyer: Cole's Testimonial**

IN THEIR WORDS

# What our sellers say.

"Their great team well exceeded our expectations by selling property very quick and closing in less than a month. Our was not an easy case due to the fact that owner has to be hospitalized, unable to communicate and out of town. They made what could have been a stressful and difficult remote process as seamless as possible."

**Vlad K.**

"We delayed due to the pandemic and Brian continued to keep in touch each week by both phone calls and Market review emails. He gave us advice on how to fix up the house to show. It sold the day after it came out on MLS."

**Andrea Wright Reardon**

"We initially decided to go with Brian because of his constant communication with us over the years when we were indecisive about selling our home. Brian's team was very accommodating throughout the entire process. Even going above and beyond to help remove a 'difficult' tenant."

**Mark J., sold and bought with us**

WATCH THE VIDEO

**Buying and Selling X3**

"Brian Perry, principal, has a great personality, which attract clients, and at same time very thorough, knowledgeable, and attentive to every detail of the deal."

**Vlad K.**

## Video testimonials. Real clients.

Scan to watch, or visit our Client Testimonials playlist on YouTube. Seller picks: "Sold in 1 Day," "Doug's Quick Sale in Winston Trails," "Selling After 30 Years: Glynn."

AFTER CLOSING

# Client Appreciation Program.

Closing isn't the end. We keep in touch with past clients, friends, and neighbors with market updates, local changes that affect you, and investment opportunities.

### Preferred vendors

Handymen, attorneys, landscapers, and more who give our clients preferred pricing and service.

### Giveaways and events

Giveaways and exclusive client events.

## We love supporting local businesses and causes. A few we've featured:

- Due South Brewery
- Palm Beach Distillery
- Andean Furniture
- The Children's Healing Institute
- Aaron Swenson, Primary Residential Mortgage

**Featured in our Local Business Spotlight videos:** NOBO Brewing Company, 5150 Chocolate Co., Tennessee Bob's Hot Sauce Co., Tails and Sales Seafood, Gourmet Killer Dogs, Soap Dudes, OMG Flower Boutique, Lady Ashley Party Planning, On The Wall, True Patriot Property Management, Merit Financial Advisors, Total Shredding, Curt's Pressure Cleaning, The Junkluggers, Loreto Home Inspections.

Own a business or support a local charity? Let us know.

SEE OUR LATEST GIVEAWAY OR EVENT

**www.perrygives.com**

Thanksgiving pie giveaway

Sip and Shred client event

Toy drive with PBSO

Our annual toy drive

PH **Perry Home Solutions**
Keller Williams Innovations

# Let's talk about your home.

Call or text Brian.

## 561-880-5696

**Brian Perry, Keller Williams Innovations**

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**Visit our website**
perryhomesolutions.com

**Get your home value**
Free, no pressure

**Read our Google reviews**
Real client reviews

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